

Google have got more local! As well as returning locally targeted search results when you qualify your search results with geographical keyword (eg Exeter), Google looks at your IP address or your Google account settings to determine your location.

So when I type 'web development' into Google, because my IP is fixed to Exeter, I get:

1. The top three global results
2. Google local results for Exeter (including Organic Development)
3. Another set of national search results.

This is the latest and biggest step in a trend towards more locally specific results that Google has been moving towards for a very long time (a long time in 'Google time' at least - a few years) and something that quite fundamentally affects their core service product - the natural search results.

□ **So what does this mean for your business?**

1. Ranking under head terms is less important: For some verticals (search verticals where this has been implemented) it might mean that Getting ranked under short generic keyword phrases is less important. If your target market are going to be served up more localised results, you don't need to compete for generic global or national terms - you can focus on your local terms.

2. □ All Google verticals are important: It might also mean that you have more inclination to use multiple verticals on Google than ever before. This is a trend that has been gathering pace for quite a while. The main set of Google search results is getting less and less page space relative to verticals such as blogs, news, Adwords, Local and maps.

So - Make Sure your Google Local Results are up to scratch. They are now working harder for you than ever!